A Working Class Audience Appraisal
of the USIS Film "Man - Maker of Abundance"

Report No. A-1
Series No. 3
July 23, 1956

RESEARCH STAFF
OFFICE OF PUBLIC AFFAIRS
AMERICAN EMBASSY

TABLE OF CONTENTS

	Page No.
INTRODUCTION	i
SUMMARY	ii
Section I - The Audience	1 - 4
Section II - General Appraisal of the Film .	5 - 20
a. - General Likes and Dislikes . .	5 - 17
b. - Reactions to the Technical Features of the Film	18 - 20
Section III - Comprehension and Impact . . .	21 - 39

I N T R O D U C T I O N

The present study is the latest in a series of survey research projects designed to obtain audience reactions to USIS-sponsored films during or prior to general distribution.

The USIS-sponsored short feature "Man-- Maker of Abundance" describes the development of industrial production and its impact on the welfare and prosperity of mankind. The film starts off by showing that until 100 years ago, in America as elsewhere in the world, animals were carrying about half of the workload, man about one-fifth, and a few machines the remainder. Even though man worked as much as 80 hours a week, the production of vital goods was not adequate. But the creative mind of man invented machines which were to carry the main workload. Industrial progress began, and with it the standard of living began to rise. The constantly rising production supplied man with the necessary goods. Average weekly working hours went down from 70 to 40 hours, while wages and salaries doubled. Thus man has been and still is ceaselessly working at the extension of prosperity that benefits all.

The film is concerned with the problems of industrial production, prosperity and everyman's share therein, and is therefore of primary interest to employers and workers.

For the purposes of this study, the film was shown on various occasions at trade union meetings and SPD party meetings. At these meetings the following procedure was followed: Prior to the film showing the audience was informed that interviews would be conducted afterwards in order to measure reactions to the film. Respondents were obtained from those who volunteered themselves as subjects. The interviews were made by appointment in the homes of the respondents the day after the film showings. The 191 interviews were gathered in West Berlin during the months of April, May and June of 1956 by DIVO - Gesellschaft fuer Markt- und Meinungsforschung m.b.H., Frankfurt/Main, a German survey organization working under contract with the Research Staff.

S U M M A R Y

The audience whose opinions are reflected in this report is a special one in that it is a predominantly male, working class group, overwhelmingly inclined towards the Social Democratic party (with all that that implies ideologically).

The film was generally liked by its viewers, and a study of the replies to the question of what they liked about the film, shows that the very details mentioned as being liked best are those which involve the basic message of the feature - namely, technology is easing man's work and raising the standard of living.

Perhaps because of the fact that the overwhelming majority believes the picture to be truthful and realistic, about nine out of ten would recommend it to their friends and relatives. While most viewers realized that it was an American produced film, this awareness of its origin did not seem to impair their belief in its reliability.

The musical accompaniment was least liked of the film's attributes.

On a direct, but open, query as to what the picture was trying to say more than eight out of ten revealed a fairly precise comprehension of the theme. It is worth noting that even among this special audience from 25 per cent to 30 per cent learned something new or received new ideas.

While a number of positive reactions were obtained (e.g. the film was liked, theme comprehended, and something new learned from it) some findings caused second thoughts. Although almost everyone considered it important that such a film be shown in Germany, only about half cited the theme as the reason why it should be done. Then too, it was noticed, that respondents were not certain that industrialization always advances the general welfare.

Section I - The Audience

It must be remembered that the respondents were visitors to a special kind of meeting (and subsequent film-showing). They therefore have certain characteristics in common:

The audience shows a marked variation from the normal West German sample. The following table "Audience Composition" shows the personal characteristics of the USIS-film audience compared against estimates for West Germany. The film audience is predominantly a male one (74% as against 45% in the population), consisting largely of white collar, skilled, or semi-skilled workers (59% vs. 33%), who as trade union members (77% vs. 13% in the population) or SPD inclined individuals (76% vs. 24%) participate much more in some organizational activity than does the ordinary West German (88% do, while only 32% have such activity in West Germany). These points should be borne in mind when judging the reactions to this USIS-film.

Such an audience would - by occupation and affiliation - tend to show a more active interest in and understanding of the particular problem represented by this short film that is of vital interest to them, than a normal movie-going audience. Their attitude is likely to be more critical, and thus their approval or their criticism of this type of film should bear weight. It can be said, that the reactions would be indicative of the opinions of this special audience, but allow no conclusion as to the reactions of a general movie-going audience.

AUDIENCE COMPOSITION

	% (191 cases)	Estimates for West Germany @ (1043 cases)
Sex:		
Men	74%	45%
Women	26	55
Education:		
University	2	2
Abitur (diploma)	2	2
Middle and/or high school w/o Abitur (diploma)	16	13
Elementary school	80	83
Income:		
500 DM and more	18	23
400 to 499 DM	19	19
300 to 399 DM	23	24
150 to 299 DM	28	19
Up to 149 DM	7	8
No answer	5	7
Socio-Economic Status:		
Upper	-	10
Middle	40	55
Lower	60	35
Occupation (respondent):		
Professionals	2	3
Businessmen	4	8
White-collar workers	19	10
Skilled laborers	23	11
Semi-skilled laborers	17	12
Domestic service	6	3
Farmers, farmhands	-	7
Housewives	3	33
Unemployed	3	*
Pensioners; retired	17	11
Students; pupils	1	1
Apprentices	5	1
Age:		
18 to 24 years	14	13
25 to 34 years	12	20
35 to 44 years	18	18
45 to 54 years	28	22
55 to 64 years	15	17
65 years and over	13	10
Family Status:		
Married	64	65
Widowed	10.	12
Divorced	4	2
Single	22	21

(Cont'd on next page)

* Less than one half of one per cent

@ Based upon results of survey conducted in May 56.

(Cont'd from preceding page)

	%	Estimates for West Germany
Religion:		
Catholics	9%	47%
Protestants	60	50
Others	1	1
No religion	30	2
Party Preference:		
SPD	76	24
CDU/CSU	8	28
FDP	1	5
Other parties	1	6
No party	10	18
No party preference stated	4	19
Origin:		
Natives	82	78
Refugees, expellees	18	22
Participation in Public Affairs:		
Participate often	61	3
Occasionally	20	9
Seldom	14	18
Never	5	70
Club-, Association-, Trade Union-, Party-Membership:		
Yes, association	14	17
Yes, club	2	2
Yes, trade union	77	13
Yes, political party	34	1
Yes, others	6	4
No, no member	12	68
	145% @	105% @

@ Some respondents hold more than one membership

TWO THIRDS OF THE AUDIENCE ARE FREQUENT MOVIE-GOERS...

When the audience's frequency of movie-going is studied, the figures show that two thirds may be considered frequent movie-goers in that they go to the movies at least once a month. This is somewhat more often than was found to be the case some years ago.

"How often do you go to the movies, on the average?"

	Film Audience (191)	West Germany+ (1911)
4 - 7 time a week	-%	*%
2 - 3 times a week	6	2
Once a week	19	13
2 - 3 times a month	25	14
Approximately once a month	18	14
6 - 11 times a year	10	8
3 - 5 times a year	9	10
Once or twice a year	11	10
Less than once a year	2	17
No opinion	-	12
	100%	100%

AUDIENCE FAVORABLY DISPOSED TOWARDS SHORT FEATURES ...

To furnish a point of reference for audience appraisal of the film "Man - Maker of Abundance", people were asked how they liked short features in general.

The general disposition towards short features appears to be generally favorable, since the overwhelming majority like short features in the general movie-program.

"Do you generally like to have short features included in the program (besides commercial films and newsreels), or don't you care much about them?"

Yes, I like to see them	93%
No, I don't care much about them	5
No opinion/I don't care one way or the other	2
	100%

+ Based on survey made in April 1953

* Less than one half of one per cent

Section II - General Appraisal of the Film

a. General Likes and Dislikes

ALMOST EVERYONE SAW THE WHOLE FILM AND REMEMBERED IT WELL WHEN INTERVIEWED ...

Almost all respondents saw the whole film, while a mere handful (3%) saw only part of it.

"Did you see the short feature 'Man,- Maker of Abundance'? (Did you see all of it or only part of it?)"

Yes, all of it	97%
Yes, only part of it	3
No, not seen at all	-
	100%

At the time of the interview, at the most 48 hours after the film showing, almost everybody remembered the short feature "well" or "fairly well."

"Do you still remember this short feature? (Remember it well, fairly well or scarcely?)"

Yes, well	83%
Yes, fairly well	15
Scarcely	2
	100%

LARGE MAJORITY IDENTIFIES-"MAN - MAKER OF ABUNDANCE" AS AN AMERICAN PRODUCTION ...

Almost nine out of ten among the audience recognized the short feature as an American production. Only one out of ten thought it was a German film.

"As far as you know, which country produced this feature? (That is, was it a German, English, American or French short feature?)"

German	10%
English	-
French	-
American	85
Others:	1
No opinion/Undecided	4
	100%

FILM GENERALLY LIKED BY ITS AUDIENCE ...

Judging from the results obtained by direct inquiry, the film "Man - Maker of Abundance" seemed to be well-received by those viewing it. Asked how they liked the short feature, 85% of the audience rated it as "very well" or "well" liked with the weight of opinion leaning towards liking it "well" (66%) rather than "very well" (19%).

"How did you like this short feature? (CARD)"

Very well	19%
Well	66
Not particularly well	11
A little	2
Not at all	2
No opinion	-
	100%

TECHNOLOGICAL ASPECT OF CONTENTS HAD MOST APPEAL ...

The spectators did not fail to recognize the basic message of the film. In answering the question as to what they liked about the film, a large majority (82%) answered in terms of the contents of the film rather than in terms of such externals as manner of presentation (18%). The single most popular item of content mentioned was the development of technology as a way of easing man's work (52%). The film's presentation of how technical progress raises the standard of living was brought up by 14%. Other content details were mentioned by 16%, while 6% said that they liked everything. Only 4% thought so little of the picture as to answer that they liked nothing at all about the picture.

Summary Table

"What did you like about this film?"

CONTENTS	(82%)	
The film shows developments in the field of technology which lighten the workload for man		52%
The film proves that technical progress results in a higher living standard		14
The film gives an insight into living conditions in the United States		8
The film's theme is topical and realistic		6
Other "contents" answers		2
MANNER OF PRESENTATION	(18%)	
The graphics		8%
The composition of the film		6
Other "presentation" answers		4
GENERAL ANSWERS	(10%)	
I liked everything		6%
I did not like anything		4
		110%@

@ Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"What did you like about this film?"

CONTENTS (82%)

The film shows developments in the field of technology which lighten the workload for man: 52%

"It described how technology developed. You learned how people were exploited in olden times and how things changed after the introduction of modern industrial techniques, such as the assembly line system."
"It is interesting to see how much easier our life has become compared to 100 years ago."
"The way the film illustrated developments in the technical field is very clear. People used to be just drudges, but now machines make work so much easier for them."
"It made me see the advantages man gains by using machines."
"It is useful in that it compares the grueling work of former times with present-day labor-saving techniques."

The film proves that technical progress results in a higher living standard: 14

"It pleased me to see that by employing technical means, that is by using machines, people were able to raise their standard of living spectacularly."
"The film wants to demonstrate that a rising standard of living is coupled with technical progress."
"The film was very illuminating. It showed how well you can live if you use machines to do your work."

The film gives an insight into living conditions in the United States: 8

"As I understood the film, it wants to give the audience a good idea of American living conditions and that interests me very much. We could very well take it as an example for our own country."
"I received very thorough information on the daily life in the United States. I think it gave a true picture because the film was made by the trade unions."
"You learned the truth about the United States. Here in Germany they tell a lot of lies about America. They never admit that America is a prosperous country. I liked the film because it conveyed an allround impression of conditionsin America."

The film's theme is topical and realistic: 6

"This film really is up-to-date. They didn't tell some silly story, but were only concerned about real life."
"It was extremely interesting to see such a documentary film as it depicted life as it really is."
"What I liked especially about the film was the fact that they showed us people at work. I think they are just people like me and my buddies. The film showed life as it is."

(Cont'd on next page)

(Cont'd from preceding page)

Other "content" answers: 2%

"The film demonstrated that by working the individual does not only profit himself, but helps to raise the standard of living for all."

MANNER OF PRESENTATION (18%)

The graphics: 8%

"The graphics were clear and easy to understand. I was impressed by the way they contrasted manpower and machine power."
"I liked the schematic illustrations particularly as they were easy to comprehend."
"I found the way they illustrated the statistical data showing changes from decade to decade quite excellent."
"In my opinion, the illustrations of statistical data were especially clear and instructive."

The composition of the film: 6

"The film is so cleverly composed that everybody gets the idea behind it."
"The chronological composition of the film impressed me. It gave a clear picture of the technical developments during the various period and showed interesting details rounding out the picture."
"The composition of the film pleased me. It gave a clear idea of the whole story of technical progress."

Other "presentation" answers: 4

"I think it was very skillfully photographed."
"From the technical point of view it was a very good film."
"I thought the film's techniques interesting - e.g. cutting, photographing."

GENERAL ANSWERS (10%)

I liked everything: 6%

"I liked everything about it. It's fine that they spare no trouble to enlighten people. The film is very interesting."
"The story the film presented was really worth seeing. I liked it from beginning to end."

I did not like anything: 4

"I liked nothing about the film."
"At the moment I cannot think of anything I liked."

110%©

© Some respondents gave more than one answer.

MAJORITY HAVE NO CRITICISM TO OFFER ...

When queried as to what they especially disliked about the film, almost half of the audience, namely 47%, said they found nothing at all to criticize about the picture, while an additional 4 per cent made no reply to the question. About a third objected to various aspects of the contents, while about a sixth were critical about some manner of the presentation.

Among the objections made to the contents of the film the incomparability of industrial and social developments in America and Germany is most often named (14%). A tendency in the film to overemphasize the favorable aspects of mechanization and to skip over its drawbacks was criticized by another group (10%), while some respondents felt that the role of trade unions in their fight for social improvements was neglected (6%).

Summary Table

"We are also interested in hearing your criticism and would like to know what you did not especially like about this film?"

CONTENTS	(35%)	
The film did not consider conditions in Germany		14%
The film overplayed the positive sides of industrialization and neglected the negative aspects		10
The film did not show the role the unions played in the fight for better living conditions		6
Other answers		5
MANNER OF PRESENTATION	(17%)	
The film was too brief for such a comprehensive theme		9%
The technical composition of the film was unsatisfactory		8
NO CRITICISM/I LIKED EVERYTHING	(47%)	
NO OPINION/NO ANSWER	(4%)	
	103%@	

@ Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"We are also interested in hearing your criticism and would like to know what you did not especially like about this film?"

CONTENTS (35%)

The film did not consider conditions in Germany: 14%

"There is a danger of the film being misunderstood as it exclusively is based on conditions in the United States and disregards the situation in Germany."
"They should have paid some attention to conditions in our country when making this film, for after all we haven't stopped back in 1850, either."
"It would have been a good thing also to depict conditions in Germany, which are dismal, to say the least. If that had been done, the film might have been even more valuable from an educational point of view?"
"What I didn't like about the film was that it comes from America. After all, conditions over there are quite different from the way things are in our country."

The film overplayed the positive sides of industrialization and neglected the negative aspects: 10

"The film passed over quite a few problems. It didn't discuss, for instance, how the danger of the machine becoming the master of man can be averted."
"The film didn't make it clear that although the drain on man's muscle power is less, his nerves are strained much more severely. This ought to have been demonstrated."
"In the wake of mechanization a new problem has arisen. Many people lose their jobs, and a large number of them are too old to adapt themselves to new working techniques."
"I know from experience that even in the United States working processes still are beset by shortcomings under which the people engaged in industry suffer. Why didn't they admit that there are difficulties, too?"

The film did not show the role the unions played in the fight for better living conditions: 6

"Nothing was shown of the work of the unions. After all, the workers had to fight to achieve their present prosperity. But this angle was neglected. The unions pull considerable weight in American life, as it is. The film, however, omits their part completely."
"This film neglected to mention that the fight the unions carried on contributed much toward building up our present standard of living."
"Nothing was said about the important role the unions play. If you show this film to the younger generation they will think that things moved along smoothly, so that the introduction of machines led in due course to the proclamation of the 40-hour week, and that it was as simple as that. Actually what has been achieved is largely due to the efforts of militant unionist groups. This ought to be shown quite clearly in such a film."

(Cont'd on next page)

(Cont'd from preceding page)

Other answers: 5%

"You know, I would like to find out how life is for American housewives. Do they have to toil as hard as we do? - This film shows only the male world, so to speak. I feel they could also have illustrated the part women play in American life."
"I didn't like their use of this means for making propaganda for American methods."

MANNER OF PRESENTATION (17%)

The film was too brief for such a comprehensive theme: 9%

"The pictures illustrating the statistical data were shown too briefly. A sequence of impressions tumbled down on the spectator too fast."
"In some instances the story sort of moved in leaps and bounds leaving out some events."
"The scenes in which primitive working methods were shown could have been more elaborate. Automation also was only touched upon. The film could have been generally more extensive."
"The feature was too short. The idea behind it would be more easily understood if a continuous story would be offered."

The technical composition of the film was unsatisfactory: 8

"The technical side didn't quite please me. The drawings were a little too small. Somehow they made a muddle of this really grand story."
"The musical arrangement wasn't too good. If a machine is running or a blacksmith works a piece on the anvil only strong beats are suitable for accompanying the work rythm, and not waltz tunes."
"The whole topic has been dealt with in rather a dry manner. Not everybody will succeed in linking a nuclear scientist with playing children."

NO CRITICISM/I LIKED EVERYTHING (47%)

"I can't think of anything. I liked everything about the film."
"The film was so good that really no criticism occurs to me."
"I have no criticism to offer."
"There is nothing I disliked. I found the film very interesting."

NO OPINION/NO ANSWER (4%)

103%@

@ Some respondents gave more than one answer.

NINE OUT OF TEN WOULD RECOMMEND FILM TO FRIENDS ...

Readiness to recommend this film to others can be considered another test of appeal. On this point also the film does very well, since 89 per cent express their readiness to recommend it to others, Only 10 per cent would not do so.

"Would you recommend this short feature to your friends, acquaintances or colleagues as a film one ought to see, or would you not?"

Yes	89%
No	10
Undecided	1
	100%

AUDIENCE JUDGES FILM TO BE INSTRUCTIVE, INTERESTING AND OBJECTIVE ...

When the audience was presented with a card listing a mixture of favorable and unfavorable adjectives concerning the film - "instructiveness," "interesting" and "objective" were most frequently chosen.

"In the following we have listed a few opinions which could be expressed concerning this film. Which of them comes closest to your personal feeling? (CARD)"

The film is untrustworthy	1%
The film is interesting	45
The film is colorless	3
The film is propagandistic	22
The film is nice and appealing	10
The film is instructive	54
The film is convincing	20
The film is boring	-
The film is objective	31
The film is difficult to understand and confusing	4
No opinion/None of them applies	-
	190%@

@ Some respondents gave more than one answer.

FAVORABLE ATTRIBUTES SELECTED OVER UNFAVORABLE ONES BY WIDE MARGIN ...

As the following table shows, the favorable points were selected over the unfavorable ones by a rationof over five to one.

Among the unfavorable attributes of the film "propagandistic" appears most often (22%), while only a very few call the film "difficult to understand and confusing," "colorless" or "untrustworthy."

Whatever else may be said about the picture, it is interesting to note that no one selected "boring" to describe the film.

Favorable Attributes		Unfavorable Attributes	
Instructive	54%	Propagandistic	22%
Interesting	45	Difficult to understand and confusing	4
Objective	31	Colorless	3
Convincing	20	Untrustworthy	1
Nice and appealing	10	Boring	-
	160%@		30%@

VAST MAJORITY BELIEVES FILM SHOWS THINGS AS THEY REALLY ARE ...

A further probe on whether or not "Man - Maker of Abundance" was considered by the audience to give an objective and trustworthy picture confirmed the finding made before: The vast majority (82%) said they thought the film showed things as they really are, as against 15 per cent in whose opinion things were presented too one-sidedly.

"Do you think that this film shows things as they really are or do you think that it presents them too one-sidedly?"

As they really are	82%
Too one-sidedly	15
No opinion	3
	100%

@ Some respondents gave more than one answer.

Those respondents who thought the film presented things too one-sidedly were asked to specify what they meant. Their replies show that they felt the film tended to overemphasize the favorable aspects of mechanization and failed to show the shortcomings or that it showed conditions only applicable to America. These are the same points which were brought out as general criticisms of the film in a previous question.

"Do you think that this film shows things as they really are, or do you think that it presents them too one-sidedly?"

IF "Too one-sidedly":
"What do you think was presented too one-sidedly in this film?"

The film only shows positive sides and ignores the negative aspects: 9%

"The good sides are overemphasized. Machines haven't relieved us to such a great extent and we do not yet have as much leisure time as it is shown in the film."
"It seems to me the story is a bit too one-sided. The film does not depict how the unemployed get along over there nor [illegible] show details about simple workers."
"They did not show the negative sides. I don't know how things are in America, but they surely are not as ideal as shown in this film, for the Americans are known to talk big."
"The dark sides of technical progress have been omitted, e.g. supermodern arms, jet airplanes for war purposes and atomic science utilized for the development of new weapons."

The film reflects only American living conditions: 3

"It only shows how things are in America where living conditions are quite different from ours. Over here, I think, we could not install so many machines."
"Everything that's shown only applies to America. The film does not depict any shortcomings such as exist in many German enterprises. In our shop, for instance, there are neither recreations rooms nor rest rooms for women."

The film was not clear enough, it was too fragmentary: 3

"They only made known to the spectator what was invented at such and such a date, but what consequences this had, what values were created, was not mentioned at all."
"They only showed short passages. They should have shown complete working processes. I thought the picture was too short. I think that extracts will not do in such a case. They should have covered this theme more extensively."

(Cont'd on next page)

(Cont'd from preceding page)

The film does not show the struggle of workers for better living conditions: 2%

"The picture creates the impression that technical progress alone helped people to attain prosperity. Actually the workers had to fight in order to get their share of profit from employers." The role of the trade unions should be clearly demonstrated."
"They always showed workers and machines, but there's no mention of who brought about the improvements, I mean, the role organized labor played was completely omitted."

Other answer: *

"I found that the viewpoint was too one-sided throughout." 17%@

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

AWARENESS OF FILM'S ORIGIN DOES NOT IMPAIR BELIEF IN ITS RELIABILITY ...

As can be seen from the table below, the awareness that the short feature is an American production does not impair the audience's belief in the objectivity and the credibility of the picture.

"As far as you know, which country produced this feature? (That is, was it a German, English, American or French short feature?)"

"Do you think that this film shows things as they really are or do you think that it presents them too one-sidedly?"

	German (19)	American (163)	Others (2)	No opinion/ Undecided (7)
As they really are	79%	81%	100%	100%
Too one-sidedly	21	15	-	-
No opinion	-	4	-	-
	100%	100%	100%	100%

b. Reactions to the Technical Features of the Film

MUSIC LEAST LIKED OF TECHNICAL DETAILS ...

The respondents were asked whether they particularly liked or disliked the various technical details of this short feature, such as the music, the text, the speaker and the drawings. All of these received majority approval (70% - 72%) except for the music to which only a third (34%) indicated their liking for it. It was not that the music was actually disliked, but rather that most of the people did not take a stand on the music at all (58% had nothing special to say about it one way or the other).

"It would be nice if you would tell us more about various details of this short feature, for instance, what you particularly liked or particularly disliked?"

	Liked particularly	Disliked particularly	Can't say anything special/ No opinion
For instance, did you particularly like or particularly dislike the music?	34%	8%	58%...100%
And the text?	72	3	25
And the speaker?	72	1	27
And how about the drawings?	70	12	18

For the belief that a selection of volunteered comments concerning each item - both favorable and unfavorable - would furnish further information on the audience's reaction to the technical presentation of this short feature, the following illustrative remarks are presented. Since they were made by a small segment of the audience they are presented without percentages.

Volunteered Comments

FAVORABLE ANSWERS

Favorable comments about the music:
"The musical accompaniment fitted the theme well."
"The musical arrangement couldn't have been better."

Favorable comments about the text:
"The text was quite objective and fitted the picture. It was terse and to the point. The text was quite nice."
"As an accompaniment for the story the text was quite sufficient."

Favorable comments about the speaker:
"The speaker did an excellent job."
"The speaker was pleasant."

Favorable comments about the drawings:
"I felt the schematic illustration of horse, man and machine was especially impressive."
"I felt the drawings were done in a new, modern style."
"The drawings demonstrated most clearly how the national income is increased through the utilization of machine power."

Other favorable comments:
"It is a good film, very cleverly done and competently composed. Everybody should see it, above all, young people."
"The film was very well done. The story is well composed. I think it will appeal to everybody. Everything was just about perfect."

CRITICISM

Criticism of the music:
"The musical accompaniment is out of place. It's a film that deals with serious problems, not a fairy tale. I feel the music diverts people's attention and bothers them."
"In my opinion, the musical part was out of tune with the tenor of the film. If I see a beautiful landscape, for instance, I want to hear elevating music and not jazz, a thing I actually experienced."

Criticism of the text:
"Some parts of the text had a pronouncedly propagandistic [illegible]"
"The text wasn't elaborate enough, some more background information should be supplied."

Criticism of the speaker:
"The narrator spoke too indistinctly and it was impossible to understand him."
"The speaker had an unpleasant voice."

(Cont'd on next page)

(Cont'd from preceding page)

Criticism of the drawings (pictures):
"You had a hard time trying to figure out what those drawings meant to express. Actually I'm still somewhat in the dark."
"Those drawings are too complicated for simple people."
"I felt the drawings were strange and not too nice. They were too abrupt and somehow they seemed rather pointless. I wasn't enthusiastic about them."

Other criticisms:
"The film was too short. These things should be brought in much greater detail."
"Perhaps it would be a good idea to discuss the film afterwards."
"Perhaps they might have demonstrated that a worker in the machine age can buy a bread, half a pound of butter, half a pound of sausage and a shirt thrown in for one hour's wages. Such details make a story like this more impressive."

Section III - Comprehension and Impact

The main purpose of the study must be, of course, to ascertain whether or not the film managed to put across its message. Beyond mere entertainment the purpose of the film was to show productivity as the key to progress and plenty. It traces the economic history of the U.S. in showing the transition from the hardships of the early era of hand toil to the benefits of an industrial society, and explains how this was accomplished through the increased productivity made possible by the industrial revolution.

Whether or not the respondents succeeded in recognizing this purpose will be analyzed in the subsequent section.

GREAT MAJORITY COMPREHEND THEME....

The first column of the summary table shown below (labelled "Responses") represents the actual answers given to the question "What did this short feature intend to convey?" As some respondents gave more than one answer, it was necessary to sort the respondents in order to determine their comprehension of the film. The second column (labelled "Respondents") shows the degree to which the individuals grasped the central theme. Respondents were considered to have understood the theme if they named one of the two first answer groups among their replies. Other respondents are listed in other categories when they did not mention either of the first two types of answers, but simply gave a reply referring to such things as "living conditions in the U.S." of "the role of unions in bettering the lot of the workers".

As the results reveal, the theme or the message of the short feature "Man - Maker of Abundance" has been grasped by the large majority, 84% of the audience. The remainder, it is interesting to note, is inclined to read other meanings into the film: Such as the assumption that the film intended to point out the exemplary living conditions in the U.S., or that its purpose was to point out the role the trade unions played in gaining social achievements for the workers.

"In your opinion, what did this short feature intend to convey? (What was the message of the film?)"

SUMMARY TABLE

	Responses	Respondents
Comprehension of Theme	(94%)	(84%)
The development of technology has facilitated man's work	63%	63%
The improvement in the standard of living is the result of technical progress	31	21
Non-comprehension	(27%)	(16%)
The exemplary living conditions in the U.S.	14	5
The role the unions played in bettering the lot of the workers	6	6
It's an appeal for union activity	1	1
Other answers	5	3
No opinion, no answer	1	1
	121%@	100%

	Responses	Respondents
COMPREHENSION OF THEME	(94%)	(84%)

The development of technology has facilitated man's work: 63% 63%

"It proved that due to the invention of machines, people are much better off now. We do not have to work so hard anymore."
"I think they wanted to show that people don't have to work as hard as back in 1850 and that nowadays 3/4 of the work is performed by machines."
"It showed that technology aids man and facilitates his work."
"The film demonstrated the change over to modern working methods. It made clear that in former times people actually had to slave in order to earn a living. People could not enjoy life at all."
"It demonstrated how in former times people had to toil and and that life is much easier for us because of technological achievements."
"Man does not have to work so hard anymore. Machines take over a large part of the workload."
"It showed that the workers do not have to slave anymore. They are now relieved, but not replaced, by machines."

@ Some respondents gave more than one answer.

(Cont'd on next page)

(Cont'd from preceding page)

	Responses	Respondents
The improvement in the standard of living is a result of technical progress:	31%	21%

"It is intended to illustrate how people, through the achievements of technology, may be happier and enjoy greater comfort as they will have more time for engaging in cultural activities."
"It is a brief and clear illustration of how technical progress contributes toward raising our standard of living. We now have more leisure time than a Hundred years ago."
"In my opinion, the film was meant to demonstrate that today's people have achieved a better standard of living by letting machines work for them."
"The film was meant to show that the progress of technology serves to increase the social product. I am thinking of better living conditions, reduction of working hours, etc."
"It illustrates that through the use of machines the standard of living improves and the 40-hour work week has been placed within reach."

NON-COMPREHENSION	(27%)	(16%)
The exemplary living conditions in the U.S.:	14	5

"It shows that the American standard of living is higher than ours. It demonstrates the modern working methods in small workshops."
"It is a form of propaganda for American prosperity, American success and the good social conditions in America."
"Conditions in the U.S. were to serve as a model for us. That was the idea behind the film."
"It constitutes an account of the success the Americans scored in improving their standard of living and making life more enjoyable for the individual."

The role the unions played in bettering the lot of the workers:	6	6

"It was intended to demonstrate that the workers way of living has improved considerably during the last decades through the work of the trade unions. Without them we would still have to toil 16 hours per day like our fathers."
"It shows the different working conditions in 1850 and in 1950 and gives a general idea of American trade union activities. It's very instructive for the German worker."
"I think that this feature should be shown to young people. It wants to point out to them that the workers can improve their lot only if they stick together and become union members."

(Cont'd on next page)

(Cont'd from preceding page)

	Responses	Respondents
It's an appeal for union activity:	1%	1%
"It's an appeal directed at us German laborers so that we'll make mangement understand that we should also have a say in matters." "The film was intended to prove why the demand for a 40-hour work week is justified. It meant to show that even the workers in factories who do mechanical work are submitted to a heavy strain."		
Other answers:	5	3
"The film showed that we should not oppose technical progress. Some people are of the opinion that in the course of time a lot of workers will no longer be needed. That is not true." "It showed that the positive results of technical achievements may well exceed the negative effects if people only show the good will to live in peace and unity."		
No opinion, no answer:	1	1
	121%@	100%

@ Some respondents gave more than one answer.

ONE OUT OF FOUR LEARNED SOMETHING NEW FROM THE FILM....

As a conveyor of new information, the film "Man - Maker of Abundance" does not score as high as on popular appeal. One person out of four in the audience felt that the film offered something new to them, while three quarters of the audience reported the picture did not show them anything which they had not known before.

To understand the relatively low score of the film in this respect, it must be borne in mind that the particular audience was presented with a subject about which - it can safely be assumed - they were by virtue of interest and profession already fairly well informed.

"Did the film perhaps show you something new, that is, something that you had not been informed about before, or not?"

Yes	24%
No	76
	100%

COMMENTS OF THOSE WHO LEARNED SOMETHING NEW....

"Did the film perhaps show you something new, that is, something that you had not been informed about before, or not?"

IF "Yes":
"What did the film show you that was new?"

SUMMARY TABLE

Everything was new to me	6%
The extent of mechanization	9
The high living standard of the working classes	5
Other answers	3
No opinion	1
	24%

"Did the film perhaps show you something new, that is, something you had not been informed about before, or not?"

IF "Yes":
"What did the film show you that was new?"

COMMENTS IN DETAIL.....

Everything was new to me: 6%

"Just everything! It quite shocked me to learn that it's just a bunch of lies what our functionaries tell us."
"I must say everything was new to me and very interesting. I haven't had an opportunity before to learn much about the life of the American workers."
"Everything the film showed was a new experience for me."
"You see, we don't know very much about the United States and so everything was new to me."

The extent of mechanization: 9

"It was the first time I understood the magnitude of the technical revolution."
"I have never been given such a complete picture of how far technology has advanced."
"The fact that it is already possible to employ atomic energy to operate machines came as a surprise to me."
"I was not very well informed on technical developments. I learned to what extent it's possible to replace manpower by machines. It became clear to me that man doesn't have to work so hard anymore, that machines can relieve him."
"I had no idea that technical developments have advanced that far over there."

The high living standard of the working classes: 5

"It was new to me that the working classes can gain through greater efficiency and standardization in industry and that the individual benefits from these technical achievements."
"Especially for us people from the East Zone who are deliberately kept in the dark this film is informative. They keep telling us about how terribly people are being exploited in the U.S., but as you could very well see from the picture, this is not true. Quite to the contrary, their living standard is very high."
"I had learned from hearsay that workers earn a lot of money in the States. The film confirmed this. Now I know how things are."

(Cont'd on next page)

(Cont'd from preceding page)

Other answers:	3%
"I saw that everything works very smoothly in American factories and that friendly relations exist between employer and employees. This isn't quite so in Germany."	
"I found the story of sociological progress illuminating. It makes you understand that life is worth living today."	
"I was very much surprised to see women work as drillers, press operators and grinders. I did not know that American women had to do such hard work."	
No opinion, no answer:	1
	24%

FILM STIMULATED NEW VIEWS IN THREE OUT OF TEN....

While a majority of the audience stated that the film did not suggest any new views and ideas to them, a sizeable group (30% of the audience) said they had gained new views from the film.

Here also it should be remembered that we are dealing with a specialized audience — one with a long standing interest in this field.

"Apart from your attitude towards the film — did it suggest any new views and ideas, or not?"

Yes	30%
No	69
No opinion	1
	100%

The comments cited below record the new views and ideas that the audience named as received from this film.

"Apart from your attitude towards the film — did it suggest any new views and ideas, or not?"

IF "Yes":
"What new views and ideas did the film suggest?"

SUMMARY TABLE

The introduction of American methods in Germany is commendable	9%
Technical progress facilitates man's work	7
This kind of film should also be produced and shown over here	3
How to get groups together	2
The workers' share in the national product should be increased	2
There are dangers in mechanization	2
Atomic energy should only serve peaceful purposes	1
Other answers	3
No opinion	1
	30%

"Apart from your attitude towards the film — did it suggest any new views and ideas, or not?"

IF "Yes":
"What new views and ideas did the film suggest?"

COMMENTS IN DETAIL....

The introduction of American methods in Germany is commendable: 9%

"I thought about the 40-hour workweek which, by now, they should really introduce in Germany, too. It's possible in America, so why not over here in Germany?"
"I would welcome it if all that is shown in that picture could also be put into practice over here."
"The German worker ought to be taught not to stand in such awe of his boss. One should always think of how the boys in America handle these things."
"I think it would be fine if some of the achievements demonstrated in this picture could also be brought about in Germany. The Germans should realize that they have it in them to create such an abundance as shown in the film."

Technical progress facilitates man's work: 7

"I now have quite a different outlook on modern technical developments. I think technology should play a bigger role in making life more comfortable for mankind."
"Up to now I did not know that modern machines mean such a great help for people. I learned that in the future, machines will be developed that will reduce workers' physical efforts by nine-tenths. That's very advantageous in my opinion."
"I learned that every kind of work can be facilitated by technical means and, therefore, one should think before starting to work: How could I simplify work with the aid of technical devices?"
"The film gave me new ideas on agricultural machinery. It would be desirable if the small farmers over here could also afford such machines because they make it possible to plough up the soil deeper."

This kind of film should also be produced and shown over here: 3

"I wish this kind of picture would be produced here in order to give special consideration to German conditions and development stages."
"All German film producers should take an example from this picture. This was real life, convincing and stirring."
"I'll keep trying to obtain more such pictures to show to my group because I found that 10 speeches won't be as impressive as one film of this kind."

(Cont'd on next page)

(Cont'd from preceding page)

How to get groups together: 2%

"I plan to get together the young workers in our shop and arrange evenings where we have discussions or cultivate our hobbies just like it was shown in that film."
"It gave me an idea how to promote cooperation between different communities of interest, such as the boss, the workers, etc."

The workers' share in the national product should be increased: 2

"I think the worker should also profit from increased production. Prices for consumer goods should be reduced and wages should be increased."
"I think that the worker should be able to afford the goods he is producing to a larger extent than right now. That would also contribute to defeat communism."

There are dangers in mechanization: 2

"I think that family life will be affected by mechanization because the machines are a hard strain on a worker's physical energy."
"I found that machines should not only be valued positively but one should also see the negative sides. There is a danger of man becoming too one-sided."

Atomic energy should only serve peaceful purposes: 1

"That atomic energy is also being used for peaceful purposes."
"In my opinion, atomic energy should be further developed for peaceful purposes."

Other answers: 3

"I asked myself where we would stand if there had not been this ill-starred war of 1939 - 45. I consider frequent meetings and exchange programs of trade unionists between Germany and the USA not only necessary but also very useful. Our cooperation would further international understanding and world peace."
"Showing such pictures to the workers demonstrates to them how to bring about economic betterment."
"I've always suspected that a lot of what was said about America was nothing but hooey, but now I'm sure of it."

No opinion: 1

30%

ALMOST EVERYONE CONSIDERS 'MAN - MAKER OF ABUNDANCE' IMPORTANT FOR GERMANY ...

An essential test of impact is the importance people attribute to the presentation of such a film here in Germany at the present time. Almost everyone to whom the question was put (namely 94% of the audience), regard it as important that 'Man - Maker of Abundance' be shown here.

"Quite apart from whether you liked this short feature or not, do you personally consider it important that such films are shown in Germany, or don't you consider it so important?"

Important	94%
Not so important	4
No opinion	2
	100%

BUT ONLY ABOUT HALF CITE THE THEME AS THE REASON WHY IT SHOULD BE DONE ...

While, as was seen on preceding page, almost everyone said the film should be shown in Germany, their reasons for so doing do not concern the central theme to the same extent. Fewer than half of the reasons cited (57% out of 118%)mention the role technical progress has or can play in improving working conditions or the standard of living. General statements concerning the informational or educational value to be derived from the film (but without reference to the central theme) are equally frequent - 56%.

"Quite apart from whether you liked this short feature or not, do you personally consider it important that such films are shown in Germany, or don't you consider it so important?"

IF "Important":
"For what reasons do you consider it important? (For what other reasons?)"

SUMMARY TABLE

ON THE BASIS OF THE THEME	(57%)	
The film demonstrates how working conditions are improved through technical progress		36%
We can learn from U.S.technical progress		13
The film shows how the standard of living is raised through technical progress		8
OTHER REASONS	(61%)	
The film is educating and enlightening particularly to the younger generation		31
The film appeals to the workers to better their social position		17
Films are especially suited for information purposes		8
Other answers		4
No opinion/No answer		1
	118%@	

@ Some respondents gave more than one answer.

"Quite apart from whether you liked this short feature or not, do you personally consider it important that such films are shown in Germany, or don't you consider it so important?"

IF "Important":
"For what reasons do you consider it important? (For what other reasons?)"

ON THE BASIS OF THE THEME (57%)

The film demonstrates how working conditions are improved through technical progress: 36%

"People are reminded of how things were in the past, when man had to depend on primitive tools, and had to work long hours under unfavorable conditions. The film makes it quite plain for everyone to see that in many respects things have substantially improved in the meantime. Technology actually can be a helper of man."
"It is helpful to contrast bodily toil with mechanical work, for one thing. In that way people will realize to what extent working processes have been facilitated through the invention of machines."
"It's a good thing if people come to understand how hard their ancestors had to toil and how much lighter the work load has become for them due to mechanical aids."
"It's a good thing for people to reflect on how hard people had to work in the past and how much easier life has become for us."
"Everybody should get an idea of the work load people had to carry in olden times as compared to the technical achievements of today."
"People should realize that life was an endless drudgery in the past, while today technical progress makes things increasingly easier for people."

We can learn from U.S. technical progress: 13

"I feel it's a good thing to gain an insight into American conditions. We can learn a lot from them."
"After having seen this film, it may dawn on our own people that the workers over here must establish more personal contacts with management."
"We still are a few steps behind the Americans, therefore we can learn from such films how far ahead the Americans are in technological developments compared to Germany."
"The U.S. can serve as a model of technical progress for us and that's worth demonstrating to a large audience. What do we know about America, I ask you? - Not much, to tell the truth."

(Cont'd on next page)

(Cont'd from preceding page)

The film shows how the standard of living is raised through technical progress: 8%

"People must come to understand that increasing prosperity hinges on technological progress."
"I consider it useful to enlighten the workers on the consequences of mechanization which are that they will have greater purchasing power and a more comfortable life."
"It's a good thing if people understand that through developing and installing new machinery we can substantially improve our living conditions."
"This film should be shown to people so that they will come to understand that technology has been instrumental in raising our standard of living. Nowadays even a simple worker can afford to have a bathroom and a bedroom in his home. Most of them take these things for granted."

OTHER REASONS (61%)

The film is educating and enlightening particularly to the younger generation: 31

"I consider this film an important aid in educating the younger generation. Above all, one should show it to those teen-age hoodlums so that they will realize that those people who are engaged in honest work can afford to lead a comfortable life."
"As a result of the war many young people are morally a little unstable, and that's why such films should be shown to them. They are a better education than Westerns."
"This film will benefit the young, for they can learn from it. They will understand how hard people had to toil in the past."
"It's necessary to inform the young on how things stand and in what way man can benefit from technology. One should devote more attention to enlightening the younger generation. As it is, they are awfully indifferent."
"There are a lot of young people today who do not take part in political life and therefore know little about the problems of the working population. A large-scale information and education campaign should be directed especially at this group. This film is useful, to be sure, although a film in which things are seen from the German perspective might be even more valuable."
"The film demonstrated the individual working processes and also explains what possibilities there are for expanding production. As a rule, too little is known about these things."

(Cont'd on next page)

(Cont'd from preceding page)

The film appeals to the workers to better their social position: 17,

"Technological developments ask for a re-orientation of social legislation covering workers. Minding the message of this film, union members should strive for a more favorable division of labor and shorter working hours."
"I think after our workers have seen this film they will pound the table at last and will stick together more closely, for our aim is the 40-hour week, after all."
"The workers must form a united front and must support the work of the unions. The film expresses this clearly enough."
"This film meant to remind us of our duty to fight for a better and easier life for our children."
"Our buddies over here should develop a keener team spirit so that they would stand more strongly united against the propertied classes. For then they could fight to obtain their rights. As it is, people over here are awfully indifferent and slow."

Films are especially suited for information purposes: 8

"Films are the most important means for influencing the broad masses. One should make use of such a possibility for enlightening the public on all kinds of things."
"As people nowadays are awfully inert mentally, sober or dry lectures simply won't reach them any more. Pictorial illustration, however, especially in connection with films, will always ring a bell."
"It's a good thing to show films for we don't want to be bored by speeches. A film is much more interesting. You won't go to sleep the way you would during a lecture."
"With this sort of film which brings the story briefly and poignantly, one can make the progress of technology much clearer to people than one could do with long narratives or reports."

(Cont'd on next page)

(Cont'd from preceding page)

Other answers: 4%

"Industrial workers must see how things have developed. They must understand that they haven't gained. Although relaxations have been attained, fewer men are needed to run industry. Many lose their jobs and that's what people should bear in mind when new methods are introduced."

"This film should be shown, to be sure, but only before the right people. That is, people who are versed in these matters, such as politicians and union functionaries. Other people might misunderstand the film."

"The older generation pays too little attention to this problem. That's why it is necessary to enlighten them, for they mustn't spread nonsensical ideas. If you listen to the old folks, you receive the impression that our organization, the unions, that is, has no right to exist."

No opinion/No answer: 1

118%C

C Some respondents gave more than one answer.

SOME REASONS ADVANCED WHY THE FILM IS NOT CONSIDERED IMPORTANT ...

Among the few comments concerning reasons for not showing the film, its preoccupation with American conditions is pointed out most often.

"Quite apart from whether you liked this short feature or not, do you personally consider it important that such films are shown in Germany, or don't you consider it so important?"

IF "Not so important":
"For what reasons do you consider it not so important?"

LIST 4%

"I don't think it is important to show this film because there is nothing new in it. I learned the data it gave in school already and the new inventions it demonstrated are to be found in every encyclopedia. As to what they have to say about labor problems, you can read that in the newspapers' economic section."

"These American films hold little meaning for us. They are quite interesting, but not important, as our own problems are more vital to us."

"It's because these films are produced in America and therefore describe conditions over there which are different from the situation in our country. It would be a good idea to make films in which these things are seen in the German perspective."

"We haven't yet reached the stage of development shown in this film. Conditions are different in the U.S. and thus people may form a wrong notion of how things are over here after having seen this film. Somehow I feel the film is too strongly American."

RESPONDENTS NOT CERTAIN INDUSTRIALIZATION ALWAYS ADVANCES GENERAL WELFARE ...

In a further investigation of audience reaction a series of unfavorable contentions about the film was presented, to which the respondents were instructed to indicate agreement - in whole or in part - or disagreement. In interpreting the results of such an inquiry, it is important to understand that the method is purposely suggestive and hence is likely to err on the side of exaggerating the extent of criticism. This technique is necessary when every possible criticism is desired or when it is necessary to overcome audience reluctance to criticize because of the favorable influence of the nature of the sample or favorable influence inherent in the item being judged.

Therefore any noticeable absence of criticism on particular points warrants firm conclusions, but any noticeable presence of criticsm, while useful for guidance, should not be considered to be entirely equivalent to a less suggestive type of question.

Study of the results tabulated below reveals, first, that most of the audience (more than 90% on the average) are generally inclined to take a stand on every possible critical contention offered. Secondly, it is interesting to note that the statements most frequently subscribed to, concur with the audience's aforementioned criticisms of the feature - which have already been cited elsewhere in this report.

It should therefore not be overlooked that a good share of the respondents are not entirely convinced that industrialization advances the general welfare as the film attempts to show. This can

be particularly seen in that the largest percentages find some degree of agreement with statement A. However, it is gratifying to note that the respondents consider the film a serious and understandable contribution to a discussion of the problems. The latter conclusion seems justified when one notes that barely one person in ten agrees to any extent with answer categories B and D.

> "One sometimes hears unfavorable remarks about the short feature "Man, Maker of Abundance". We have collected a few of these remarks and would like to know with which of these you would fully agree, with which largely and with which you would agree a little or not at all?" (CARD)

	Negative				Positive	No opinion
	Fully	Largely	A little		Not at all	
A - The advantages of technical progress are not as great as depicted in this film - most people still have to work pretty hard without benefiting much from it	20%	23%	19%	= 62%	35%	3%..100%
B - The film is difficult to understand, one does not quite know what it means to express	3	2	5	= 10	89	1
C - The film does not mention that technology, e.g. in wars, causes much distress and misery for mankind	26	9	17	= 52	44	4
D - The film is too primitive and simple; and therefore carries little conviction	2	2	5	= 9	89	2
E - The film pays too little attention to the social problems which result from the mechanization process	26	13	18	= 57	38	5

UNIVERSITY OF ILLINOIS-URBANA
3 0112 077849328